



Social Media Analyst – Influencer Relations

Location

Dundas, Ontario

About the Company

Social Media Group is one of the world's largest and best-known agencies helping business navigate the world of Web 2.0.

It's a cool time to be us – we're breaking new ground every day and working with some of the largest and best-known names in both Canada and the U.S., teaching them about the power of social media and the benefits of transforming communications from dictation to dialogue.

Our relatively current client list is here: <http://socialmediagroup.ca/clients/>

SMG is located in a restored 1830's commercial building in Dundas, Ontario, which is right beside Hamilton (approx 45 minutes from downtown Toronto) with rail links nearby and an average trip time, station to station, of 35 minutes in rush hour.

There's a reason we're located in this amazing (affordable, diverse, historic, creative, quiet, family-friendly, green and beautiful) community. Candidates contacted for interviews will have the opportunity to discover this for themselves – we only ask that you don't tell anyone else!

If you have a passion for, and, interest in all things web 2.0, a great understanding of what's going on out there, an ability to speak and understand tech, kick-ass communications skills and would describe yourself as a "perpetual student" – that's what we're after.

What's in it for you:

- The opportunity to be a true social media pioneer – this is an amazing chance to be on the cutting edge of an exciting new space and make up the rules as you go along.
- Challenge yourself as you do things that no one before you has done. You'll have the opportunity to innovate and strategize as you work with our project teams to reach out to influential digital content producers and engage with large and vibrant online communities
- SMG is growing, managing to snag some of the biggest companies in North America as clients. There will be tons of room for (personal, professional) growth in the years to come.

- We don't do banner ads. At SMG it's all social media, all the time; all of our projects are Web 2.0 driven.
- We're nice. Seriously. We've all worked with enough jerks to know we don't like 'em, and are committed to a workplace that thrives on respect.

What we're looking for:

- This is an entry level/intermediate position. The SMG Social Media Analyst must possess proficiency in new and emerging technologies, and above all have excellent social skills and genuinely like people, especially quirky ones.
- The ideal candidate will be fast on his/her feet and willing to tackle a wide array of challenges, handling a variety of in-bound inquiries, have a deep understanding of the social media space that comes from active participation in online communities, blogs, presence applications, etc, and a comprehensive understanding of new and emerging technologies and how they impact business, products, markets, personnel, outside influencers, etc.
- You must be able to work effectively and confidently recommend a variety of strategies and tactics to your team and our clients.

You should have a degree or diploma from an accredited university or college and between one and three years of experience in one of the following fields:

- PR/Interactive/Advertising
- Communications/Technology

To Recap:

- Solid communications skills, both written and verbal
- A passionate interest in social media demonstrated by active involvement in social media networks: blogs, Flickr, Myspace, Digg, Facebook, Twitter, etc. (please include your profile links!)
- Social personality and genuine love of relationship-building
- Relentless curiosity
- Comfort in a fast-paced environment

What you'll be doing:

- Using a variety of online tools, identifying and influential online content producers
- Building relationships: using your fabulous personal and investigative skills, spending the time to get to know them and what they're interested in
- Conducting outreach efforts in support of various client programs
- Managing the influencer-client relationship and attending events to ensure that all goes smoothly (some travel is required)
- Contributing to the SMG company blog
- Organizing influencer data into presentation reports/formats as required
- Maintaining organized records of influencers and other important data
- Delivering multiple projects for multiple teams on time and on budget

- Accurately estimating expenses and time allotment for tasks
- Proactively managing correspondence (i.e. daily updates, clip sheets and coverage summaries, etc.)
- Participating in client presentations when necessary
- A solid understanding of the “big picture”, both online and in business world

Sound like you? Please send your resume to:

Susan Correa, susan.correa@socialmediagroup.ca
Social Media Group
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Only candidates selected for interviews will be contacted. Thanks!